

I am a business owner(10 unit convenience store chain), CPA and professional musician. I utilize the local media for business purposes (advertising for the stores, promotion of releases of new original music, and promotion of upcoming musical performances) In addition, I partner with local newspapers, radio and TV stations to promote charitable programs sponsored, in part, by my company by taping PSA's, providing locations for live broadcasts and being in-studio for interviews and new stories.

I have performed as a professional musician for over twenty years. I have written over 100 songs, and as a member of a band, recorded four independently released CD's. I perform two to three times per week with my band, and occasionally as a solo artist. Almost all the performances are within a 100 mile area. We typically play small and medium size venues and clubs with audience size around 200. We do perform locally for a larger crowd (over 4,000) two or three times a year as part of a music festival or other event. We typically draw a fan base of 75-125 to gigs, with the rest occasional or new fans..

We have had mixed success with local commercial radio and their interest in promoting local original music. We have had material played on the air in the past, but Clear Channel Radio (CC) recently acquired the majority of the stations that would have played music of our genre (rock, classic rock, country rock). It has been much more difficult since then to do anything except buy ad time. The previous owners allowed for a weekly local "Homegrown" music show that we were fortunate enough to be on several times to promote new CD's, perform live in studio and promote future live performances. CC has discontinued the show. The response to our music on the air was encouraging, but the CC format doesn't provide much local control over airplay, playlists, etc.. There are some other local stations that promote local musicians, but are of a different format (Tejano, Conjunto and other spanish language artists).

I am an advocate of allowing market forces to dictate most commercial activity, however, since radio and TV frequencies are "granted" to these businesses by the government, it may be appropriate to provide some additional guidelines to ensure these "grantees" are using the "public airwaves" in the best manner.

The challenge in our area (and we're not alone) is the consolidation of radio stations and frequencies under the ownership of one or two VERY large corporations that may or may not have ANY local connections. This consolidation only promotes homogeneity and an effort to concentrate on mass appeal as dictated by a program director who lives far away from the listening area. The problem may be less one of FCC definitions of local programming and more of a question of monopoly control and market share...

It seems that any programming originating locally or concerning local interest would count against local programming requirements...news, sports, music playlists, local artists, etc.

The participation in local community and charitable events should count as local programming. The importance of media partners in these efforts can't be discounted.

I am not aware of the specifics of local payola practices, but strictly from appearances and the lack of depth of local music playlists, it appears that someone, somewhere HAS to be being somehow coerced or convinced to promote

certain artists to the exclusion of others.....

The practice of paying for this type of airtime by anyone should be prohibited. I don't object to paid advertising, however, as long as the fact that it is advertising is somehow made clear as opposed to music on a playlist, etc.

I'm not sure the FCC should regulate voice tracking...Pre-recorded announcements are too prevalent to distinguish between something abusive and normal prudent business...If local programming guidelines are met, it shouldn't matter if some programming has been voice tracked...

The use of national playlists have completely prevented local artists like me from having our music played on the air. This had probably been the main reason for the decline in access local artists have to airtime. Local programming guidelines would potentially alleviate some of this problem.

I would like to see low power stations in this area (Deep South Texas), but am not aware of any currently..This could be an opportunity for local artists to counteract the effect of media corporate consolidation..

I appreciate this opportunity to participate in the discussion and thank the FCC for addressing these issues.